

PW 2

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Problems in the conduct of Psychological Warfare

Problems appear in 3 major areas

Target selection

A problem of recognizing different targets which require different treatment

There is no standard output which can satisfy all situations

Differences in objective must be considered
e.g., USSR, Satellites, Neutrals, Allies

Differences in reaction must be considered

Content: a vast problem here of knowing intimately the target peoples, their minds, their aspirations, etc.

So that content will not bounce or backfire, so that message will ride with rather than be repelled by preconceptions, mores, etc.

Coordination

PW must be carefully coordinated with all other aspects and instruments of foreign policy

Must be at all times consonant with over-all policy objectives

Requires definition of goals

Must be flexible, responsive to changes, for foreign policy is dynamic, not static

Must be carefully assessed as to effects on other aspects of foreign policy

A cardinal point in DDE's campaign, and now a major consideration
Means of achievement.

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*Don't get away where by just being anti
Want have a positive program*